

# imprints

The Newsletter of Literacy BC

## Canucks Score with New Centre

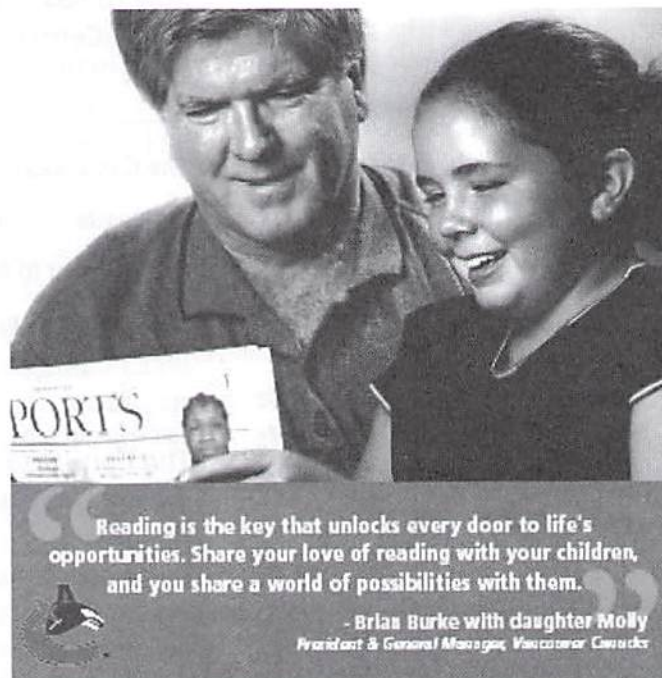
By Allanah Mooney  
Community Relations/  
Foundation Manager,  
Vancouver Canucks

On October 3<sup>rd</sup>, family literacy took a giant leap forward in B.C. with the launch of the **Canucks Family Education Centre** in east Vancouver.

Premier Gordon Campbell, The Hon. Linda Reid, Minister of State for Early Childhood Development, Ken Armoru, Acting Director of Community Initiatives and Policy - HRDC - BC/Yukon Region, Deputy Mayor Sandy McCormick, City of Vancouver, Vancouver Canucks President and General Manager Brian Burke, Dennis Skulsky, Publisher for the Vancouver Sun, Canucks players, media, and other guests were on hand to celebrate and officially launch **The Canucks Family Education Centre** at Britannia Community Services Centre.

Panago Pizza and the Starbucks Coffee Company provided refreshments at the event.

The Canucks Family Education Centre is an innovative new partnership between Literacy BC, Britannia, and the Canucks for Kids Fund. The charitable arm of the Vancouver Canucks — the Canucks for Kids Fund — has committed \$150,000 over a three-year period to provide



programming resources and staff for the Centre.

The goal of the Centre is to positively impact low literacy levels on Vancouver's east side, while providing valuable support and research for the service providers at Britannia and those in the surrounding community, the province and the country.

The Canucks are the first NHL team in Canada to demonstrate such commitment to family literacy and learning by assisting in the development of the **Canucks Family Education Centre**. The focus of the Centre is to:

- provide/demonstrate a comprehensive approach to family literacy and

*...continued on page two*

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*...Celebrating our Partnerships – Lions, Bears, Whales and more!*

*...Message from the ECD Minister*

*...News from Raise-a-Reader*

## Canucks Family Education Centre (continued)

- learning, and identify gaps in existing literacy program delivery
- conduct a longitudinal study of the effectiveness of this approach
  - develop and deliver foundational training in family literacy.

See the sidebar below for details on the comprehensive approach.

### *The comprehensive approach encompasses the following:*

- *Direct Child (children's literacy programs in schools and pre-schools)*
- *Direct Adult (adult literacy skills via college and continuing education programs)*
- *Parent and Child Together time (involving parents in their children's education – e.g. in schools, reading together in library programs such as Mother Goose).*
- *Parent Time (teaching parenting skills to adults which help improve the family's social and economic situation – creating a more learning friendly environment for the child)*

According to Sharon Darling, founder and President of the National Center for Family Literacy (NCFL), Kentucky, studies have shown that 85% of the children who attended a comprehensive family literacy program -- 10 years out -- were at or above grade level, and 66% of the parents were gainfully employed and/or participating in higher learning programs (e.g. colleges and universities).

In 2002, partial proceeds generated by *The Vancouver Sun Raise-a-Reader* campaign have been directed by the Canucks for Kids Fund to develop the Canucks Family Education Centre.



Stay tuned ... We will be sharing more news about the development of the Centre in future issues of our newsletter.

*The Canucks are the first NHL team in Canada to demonstrate such commitment to family literacy and life-long learning.*

### **The Canucks Family Education Centre program partners include:**

- Vancouver School Board
- Vancouver Public Library
- Simon Fraser University (Home Instruction for Parents with Pre-school Youngsters – HIPPY)
- University of British Columbia (Human Early Development Partnership)
- BC Council for Families
- BC Association of Family Resource Programs
- Vancouver Sun Raise-a-Reader Program

**This special edition of *Imprints* was written and edited by:**

**Jean Rasmussen  
Nancy Richardson  
Miriam Tratt**



**The location of the Centre is:**  
**Britannia Community Services Centre**  
**Canucks Family Education Centre (2<sup>nd</sup> floor above Eastside Family Place)**  
**1661 Napier Street, Vancouver**

### **For more information contact:**

**Literacy BC — Jean Rasmussen, Director of Community and Family Development at 1-800-663-1293**

**Vancouver Canucks — Allanah Mooney, Community Relations/Foundations, (604) 899-4624**

**Britannia Community Services Centre — Enzo Guerriero, Executive Director, (604) 718-5800**

# Champions for Change

By Jean Rasmussen, Director of Community and Family Development

**A**cross North America, public-private relationships are on the rise. More and more charitable organizations and corporations are forging partnerships to achieve their respective goals. These mutually beneficial liaisons come in many different forms. However, the majority of them involve more than money as their primary objective. Without losing sight of their basic economic role, or their need to make a profit, modern corporations have concerns, ideals and responsibilities which go far beyond the economic bottom-line. When non-profits partner with corporations, government and private foundations, everyone benefits.

*Our focus, in this special edition, is to showcase and celebrate some of these partners who tell us, in their own words, why and how they have come to the table in support of children's and family literacy.*

Literacy BC has developed many partnerships with socially minded corporations committed to literacy and life-long learning, and in particular, to family literacy.

For example, our National Family Literacy Day/Week Campaign committee includes the **Starbucks Coffee Company**, which initiated the **ABC (All Books for Children) Book Drive** and has continued its support through four annual campaigns, providing refreshments for the Breakfast of Champions, as well as the week's workshops and events. **Listel Vancouver** hotel not only provides accommodation and

other services for our Breakfast speakers and other special guests, but also contributes to our Family Literacy Fund. Last year, **Panago Pizza** came on board as an important sponsor of the Week, and has now made a major commitment to the new **Panago Learn with Spinoza** program in BC elementary schools. New this year is **Read, Write and Roar!**, the **BC Lions** summer literacy program, and **Canadians Reading Together: The Family Stories** project, an exciting venture we share with **Word on the Street**. **Scholastic Book Fairs**, **Canada Post** and the **Vancouver Sun's Raise-a-Reader** campaign continue as major benefactors and partners.

Our focus, in this special edition, is to **showcase and celebrate** some of these partners who tell us, in their own words, why and how they have come to the table in support of children's and family literacy.

Family literacy in BC owes much, not only to these outstanding corporations, but also to individuals and to government ministries with a vested interest in literacy and life-long learning. Without the ongoing and sustaining support of the **National**

**Literacy Secretariat**, **Human Resources Development Canada**, (NLS), and **B.C.'s Ministry of Advanced Education (AVED)**, family literacy as we know it in B.C. would not exist. In particular, **Yvette Souque** of the NLS, and **Audrey Thomas**, of AVED, deserve special appreciation and our deepest gratitude. These individuals are champions for family literacy, and — along with many other dedicated colleagues in programs throughout the province — have helped to cultivate and nurture the family literacy field.

This issue is a tribute to them all — individuals and community, corporate and government partners — for their commitment to children's and family literacy.

We begin this special edition with a message from the Hon. Linda Reid, Minister of State for Early Childhood Development (ECD). In her address, Minister Reid explains how her Ministry is poised to sustain and build on the work that has been done in the area of early childhood development and gives more details on the Ministry of Child and Family Development's investments and initiatives (please see insert enclosed).

## Where does family literacy happen?

*It happens naturally, at home, and is as simple as reading a story to a child, writing a letter or reading a recipe. Structured programs may be home-based or centre-based, at libraries, schools, family resource programs, health centres, in the workplace, community halls and centres, and childcare settings.*

# Message from the Minister of State for Early Childhood Development

The quality of care our children receive in their early years is the most important factor in their successes in school, in social relationships, as adolescents and as adults. On behalf of Premier Gordon Campbell and the Government of British Columbia, I am honoured to advance our work in the area of Early Childhood Development.

Currently, there are 271,000 children in British Columbia under the age of six. We believe strategic investment in our youngest children is not only good public policy, it is one of the most important actions we can take to strengthen our families and communities.

Seven BC ministers have responsibilities for the varied aspects of services to children. As Minister of State for Early Childhood Development, I have been privileged to work with each of them to develop a long-term vision for policies and programs in this area. Thank you very much to my colleagues: Children and Family Development Minister Gordon Hogg, Education Minister Christy Clark, Human Resources Minister Murray Coell, Health Services Minister Colin Hansen, Health Planning Minister Sindi Hawkins, and Women's Equality Minister of State Lynn Stephens.



Our vision emphasizes an integrated cross-government strategy for children from preconception to six years of age. Thanks are due also to the wide range of parents, stakeholders and other experts in the areas of child-rearing who are helping us refine specific early childhood development programs and services.

At this point, we have identified five major priorities:

- investments in community capacity to develop and deliver co-ordinated supports and services that are based on community population and needs
- supporting Aboriginal communities to work together to develop and implement early intervention strategies
- quality child care programs and services to support parent's ability to train for and participate in the workforce
- parental education initiatives which help parents to make the most of their children's development, and
- partnerships with the private sector to broaden community involvement and capacity for early childhood development initiatives.

I know that on behalf of families in British Columbia, we will continue to work together to ensure that our children grow up healthy and safe - with hope and opportunities to reach their goals.

Yours with kindest regards,

Linda Reid

Minister of State for Early Childhood Development

A stylized, handwritten signature in dark ink, appearing to read 'L. Reid'.





## How does a teddy bear help a child learn to read?

By Kim Smyth Jacob, Director, Spinoza for Kids

**H**e is a talking bear and *Spinoza* is his name. Here in B.C., this bear is being used as a learning tool for teachers and parents to help and encourage children as they learn to read. And while the bear gets children excited about reading, he also unites like-minded organizations to work together in their common mission to enhance literacy for children, families and communities.

*Spinoza* makes learning to read a fun activity when he plays a child's favourite storybook on tape as the child reads along with the book. *Spinoza's* taped messages help children feel good about themselves and build confidence in their ability to learn and grow. For children who are visually impaired, *Spinoza* comes specially adapted to allow children with special needs to listen to any taped book available through the Canadian National Institute for the Blind (CNIB).

To date, more than 1,000 *Spinoza* Talking Bears have been introduced into elementary classrooms, family literacy programs, Native Friendship Centres, and homes throughout the province. Two sponsored programs now enable Literacy BC and its partners each year to bring close to 200 *Spinoza* Talking Bear Gift Packs

to teachers, family literacy co-ordinators, and children and families across the province.

### **Panago Learn with Spinoza Program**

Sponsored by Panago Pizza, the *Learn with Spinoza Program* distributed 100 *Spinoza* Talking Bear Gift Packs to 85 elementary schools and 15 family literacy programs in every BC community with a Panago franchisee. Teachers and family literacy co-ordinators were given a customized package which included *Spinoza the Talking Bear*, two audio tapes, his Woodland Friends (puppets), and an activity guide to enhance their teaching techniques. Topics in the guide included mutual respect, caring for the environment, multiculturalism, problem solving, and more.

### **Literacy Alliance for Children with Visual Impairments**

For the first time, a unique partnership has been formed among numerous provincial, national and international organizations that serve people who are visually impaired, to provide support for children, families, and literacy services and programs.

Through the financial and promotional support of the alliance

partners, teachers and families are provided with a customized resource kit designed to help prepare preschool aged children learn to read using Braille and other literacy tools. Each package contains guides, videos, Braille writing tools, tactile stickers and other resources as well as *Spinoza the Talking Bear*.

Literacy BC was willing "look outside of the box." Now, they are using a talking bear "in a box" to establish unique alliances to take new steps in supporting children's literacy in BC.

For more on *Spinoza*, go to [www.spinozabear.org](http://www.spinozabear.org)

### **These programs are made possible with the support of**

TB Vets • Panago Pizza • CNIB  
UBC Faculty of Education • QLT Inc.  
• The Vancouver Sun Raise-a-Reader • Provincial Resource Centre for the Visually Impaired (PRCVI) • Greyhound Courier Express

### **International sponsors**

Hadley School for the Blind • American Foundation for the Blind • National Literacy Center • American Printing House for the Blind

# The Starbucks Foundation: Giving Back to Our Communities

## Starbucks Celebrates Five Years of Supporting Literacy in B.C.

The story of the Starbucks Foundation begins with a book. Starbucks chairman, Howard Schultz, read Jonathan Kozol's book *Amazing Grace* and was touched by its vivid portrayal of children living in the South Bronx, where broken families, drug and alcohol abuse, violence, low performance in school and hunger frequently characterized childhood for many.

Howard finished the book and decided that Starbucks should do more to address these kinds of issues in the communities where the company does business. In 1997, the Starbucks Foundation was born. Its mission: to create hope, discovery and opportunity in communities where Starbucks lives and works.

"We believe the words of a child who has learned to read, or the words of a family finding enrichment in new opportunity, are the reasons to give back and to give more." - Howard Schultz, chairman and chief global strategist, Starbucks Coffee Company.

### How We Support

The Starbucks Foundation, through grants to literacy and early learning programs, strives to improve lives, foster hope and involve parents in creating a better future for their children.

Every year the Starbucks Foundation gives grants to hundreds of local literacy programs serving low-income, at-risk youth. Starbucks focuses its literacy support in Family Literacy (children 0-5 and their families), Basic Literacy

(children K-6), and "Language of Hope" (youth 12-21).

Starbucks partners (the Starbucks term for employees) participate actively in the grant process. Partners are encouraged to apply on behalf of literacy organizations in their neighbourhood. The Foundation supports programs that provide multiple opportunities for partners to participate both as individuals and as teams.



### Here in B.C.

This year marks the Starbucks Foundation's fifth year of supporting literacy here in western Canada. Local Starbucks partners have worked to identify numerous organizations and events and have spearheaded the support effort.

The Foundation has awarded over \$127,000 in Opportunity Grants in western Canada. Nineteen organizations (fifteen in B.C.) have received grants ranging from \$500 to \$20,000; Literacy BC itself was a recipient of \$5,000 grant in 1999; the most recent grant was awarded to Stride Avenue Community School to fund their Beginning to Read, Early Intervention Project. Eleven Starbucks locations are involved in the program, each store

taking one month in which partners volunteer as tutors.

In addition to the Opportunity Grants, Starbucks also supports literacy through the *Make Your Mark* program, an internal program designed to encourage and support partners who volunteer in their local communities. Grant funds are used to support a charitable organization of the partners' choice. Often partners have volunteered through reading in local schools or hosting in-store reading events for parents and children.

For the past five years, Starbucks has collected new and gently used books through its *All Books for Children (ABC) Bookdrive*. In last year's event, 32,090 books and \$25,034 were collected for the program across Western Canada. All books and cash donations supported programs offered by twenty-five local literacy organizations. The next ABC Book Drive is scheduled for April 2003.

Starbucks also gives back through other means. The company is a proud supporter of the *Word on the Street* reading festival, distributing materials through its locations. It also gives back doing what Starbucks does best: coffee. Starbucks stores donate product, food and coffee to help local organizations with their events and meetings.

Overall, Starbucks strives to support programs that weave relationships among parents, teachers, and Starbucks partners - neighbours helping neighbours - and aims to create a more hopeful environment for children.

# The Vancouver Sun Raise-a Reader Campaign

By Cyndy Hill, Raise-a-Reader Project Coordinator

In 1997, Dennis Skulsky, Publisher of *The Vancouver Sun*, initiated a unique campaign designed to increase awareness and raise money for children's literacy programs throughout British Columbia - *The Vancouver Sun Raise-a-Reader* program.

Since then, *Raise-a-Reader* has contributed more than \$400,000 to help children in B.C. read. In 2002

Newspaper Group donated the proceeds of all single-copy sales to the campaign.

Funds raised through *The Vancouver Sun* Raise-a-Reader campaign support the Vancouver Public Library, the Canucks for Kids Fund, Literacy BC (funds disbursed to family literacy programs in B.C.),

Canadian National Institute for the Blind (CNIB), Aboriginal HIPPI, and libraries throughout British Columbia. Funds raised through newspaper sales, corporate sponsorships, donations, and employee involvement campaigns will go to literacy programs and resources.

Since 1997, proceeds generated in support of *The*

*Vancouver Sun* Raise-a-Reader campaign have been used by our beneficiaries to:

- develop and support children's literacy outreach programs
- purchase over 100,000 library books for pre-school children
- initiate a CIBC BC Children's Book Collection at the Vancouver Public Library
- purchase over 600 books for First Nations school libraries
- provide support for 78 family literacy programs and services in B.C.

THE VANCOUVER SUN

Raise  
a Reader



In 2002 partial proceeds generated by *The Vancouver Sun* Raise-a-Reader campaign will be directed by the Canucks for Kids Fund to develop the Canucks Family Education Centre.

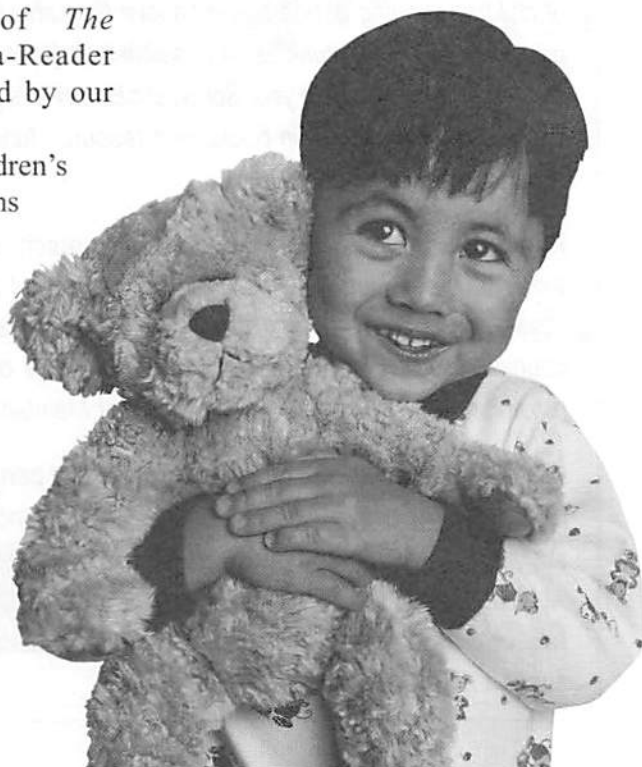
For more information on *The Vancouver Sun* Raise-a-Reader, or to check out our calendar of events, view our website [www.raise-a-reader.com](http://www.raise-a-reader.com), or call the Hotline at 1-866-637-READ.



Allanah Mooney and Mark Crawford of the Vancouver Canucks with Raise-a-Reader team members

*The Vancouver Sun* Raise-a-Reader initiative became a national campaign. CanWest Global Communications Corp. ([www.canwestglobal.com](http://www.canwestglobal.com)) will be rolling out *Raise-a-Reader* in 10 major cities across Canada.

The 6<sup>th</sup> annual *Vancouver Sun* Raise-a-Reader campaign culminated on Thursday, October 3<sup>rd</sup> with *Raise-a-Reader Day*. On *Raise-a-Reader Day*, volunteers from *The Vancouver Sun*, the Vancouver Canucks, Literacy BC and the Vancouver Public Library, joined with members of the Vancouver Firefighters and the Vancouver Police and other local celebrities on downtown street corners to distribute special RAR Day editions of *The Vancouver Sun* in exchange for donations. Pacific





## Scholastic Book Fairs

### Scholastic Strong Supporter of Children's Literacy

By Janet King, Scholastic Book Fairs

*Scholastic Book Fairs are proud supporters of Literacy BC.*

*Scholastic recognizes that literacy is a family affair and with this in mind, regularly donates resources to Literacy BC to equip parents with the resources they need to read to their children.*

*Scholastic materials are chosen from the best that the publishing world has to offer. Over the years, Scholastic Book Fairs has donated thousands of dollars of books to support the goals of Literacy BC and these resources have been distributed to regional family literacy coordinators and others for events, workshops and special occasions.*

*We at Scholastic Book Fairs recognize the importance of children reading at home and believe they should be given as many opportunities as possible to enjoy a wide variety of literature. Each year Scholastic Book Fairs gives back millions of dollars in books and resource funds to schools across Canada.*

*As part of the Scholastic mission, we also reach out to those B.C. communities where families would not have ready access to a bookstore — our Book Fairs are couriered to the remote and inaccessible parts of the province, as well as supplied to the Lower Mainland.*

*The staff at Scholastic is proud of the important part they play in the lives of families throughout the province by supplying books and resources to family literacy projects. At Scholastic our goal is to provide the spark that will help ignite a child's desire to read and we are proud to support and sponsor Literacy BC.*

## Lions for Literacy...

By Lui Passaglia,  
Director of Community Relations, BC Lions

Summer 2002 marked the BC Lions' launch of the inaugural *Read, Write & Roar* Literacy Program. In partnership with Literacy BC, Vancouver Public Library, the Vancouver School Board and teachers in participating elementary schools, the BC Lions' goal was to encourage students (with the help of their families) in Grade 1-3 to read and write during their summer break.

Our Read, Write and Roar program began in mid June and ended in mid-September. At the beginning of the program, participating teachers received Read, Write & Roar packages that included a Summer Journal, Parent/Guardian Information Sheet and a Reading "Touchdown" Card. In September, students returned their completed Reading Touchdown Cards to their teacher so the results could be tabulated.

### Summer Journal

Children received summer journals and were encouraged to write and draw about their summer experiences, thoughts on a book they had read, or anything interesting that happened during their summer holidays to share when they returned to school.

*...continued on next page*



*Lui Passaglia, BC Lions' Director of Community Relations, speaks to the children of Macdonald Elementary about the importance of reading and writing.*



# Lions (continued)...

## Reading Touchdown Card

Along with their journal, students were also provided with a scorecard for parents or guardians to keep track of their child's reading progress, through the number of books read or the amount of time spent reading. The card was filled with the names of completed titles to inspire the student's interest in reading and monitor his or her success. Included on the scorecard was a parent/mentor nomination form for a prize draw — a pair of tickets to a regular season game and some BC Lions merchandise.

## Participating Classes

Classes that participated in the program were entered into a draw. One winning class was drawn and each child in the class received tickets to a regular season game. Ten other winning classes were randomly drawn to win a player



or mascot visit to their classroom. Each participating student received a Read, Write and Roar Literacy Program Certificate of Participation.

At this year's Word on the Street, members of the BC Lions read some of their favourite books to kids, in celebration of Read, Write & Roar!

Our hope is that all these children benefit from and enjoy the Read, Write & Roar program.

## Partner Appreciation

*Literacy BC would like to thank all of the partners and sponsors who have contributed to the Family Literacy Fund over the past two years.*

*The fund has distributed more than \$90,000 to 78 family literacy programs and services. Without the generous support of these benefactors, we would not be able to provide these needed resources that help sustain these programs.*

*Our Family Literacy Fund contributors were:*

ABC CANADA

Honda Canada

Canada Post

The Vancouver Sun Raise-a-Reader Campaign

Listel Vancouver



**HONDA**



# The Family Stories Project

By Liesl Jauk, Rebus Creative

With the generous support of the National Literacy Secretariat as well as community and corporate partners, Vancouver's The Word on The Street festival and Literacy BC have launched **Canadians Reading Together: The Family Stories Project**. This new, province-wide pilot project involving journal writing, storytelling, reading and special guests is aimed at improving adult literacy skills within the model of a comprehensive family literacy framework.

Starting on September 8th – International Literacy Day – 10 participating learning centres throughout B.C. were provided with blank journals and pens. These journals will act as a springboard for sharing family stories among adult learners and their family members – however the term “family” is defined – including children and/or grandchildren and any other extended family members and friends. They will hold anecdotes, poems, photos, quotes, newspaper clippings, drawings, tall tales, and more over the course of the next couple of months. Regional or community literacy coordinators will guide each centre's progress over an 8-10 week period.

The 10 centres are located in Squamish, Lac La Hache, Chilliwack, Prince George, Courtenay, Dawson Creek, Penticton, Nakusp, Victoria and Vancouver.

Each participating learning centre will have the opportunity to receive inspiration and guidance with the help of a guest speaker. Speakers will be selected from among local authors, professional genealogists, and native

elders or storytellers, depending on the interests of the group.

And since sharing stories is so integral to this project, learners will also have an opportunity to tell their own to each other in “around the dinner table” discussions. With the help of food and beverage sponsors, **Panago Pizza and Starbucks Coffee Company**, these Family Stories events will give learners the chance to share their stories with their peers and their children in a relaxing environment especially for them.

Family literacy programs have long recognized the value of using journals to foster learning. In them, students can take risks with thought and writing, and through them, they can build connections with what they know and what they have learned. For the purposes of this project, journals provide an opportunity to explore personal experiences, family history or passed-down lore, as well as experiment with different ways of expressing them.

## What is family literacy?

Given the diversity of families, programs and materials, the term “family literacy” can be used to mean different things by different people. Family literacy acknowledges the richness and complexity of families and the multiple often-unrecognized literacy tasks that are part of every day life.

The Family Stories Project incorporates many of the key principles of family literacy as described in *The BC Framework of Statements and Standards of Best Practices in Family Literacy*. Namely,



## THE WORD ON THE STREET

that family literacy:

- is the intergenerational sharing of experiences and meanings, which enhance the development of language and numeracy skills
- regards the family as a learning unit and provides integrated support and learning opportunities for all family members
- is a shared responsibility that builds on existing community resources and combines the strengths of many partners and builds knowledge within the community, and
- is culturally responsive and as diverse as the communities in which it is developed.

*Learning is a life-long process. It begins at conception and continues throughout the life span. The family, however defined, is at the centre of this learning and the primary vehicle for transporting the child through the early years of life and into the future. And as a child does not live in isolation of the family unit, families do not exist separate from community. It is within community that children and families establish roots and discover who they are and what their potential is. It takes an entire community, with all that this entails to raise a healthy, confident and successful adult and citizen.*

*It is strong, vibrant and viable families and communities that in turn create a society that is both economically and socially prosperous - at the heart of this society is learning and it begins in the family.*

**Jean Rasmussen, Literacy BC**

# **SUCCESS BY 6**®

Helping all children succeed for life.

by Heather Streiner and Sheila McFadzean

**S**uccess By 6 is a United Way initiative committed to ensuring that children ages 0-6 have the foundation they need to reach their full potential. It is a partnership that involves the entire community in supporting families to better meet the needs of their children.

When children receive the right nutrition, nurturing and care in their first six years of life, the results can be tremendous. A strong foundation in early childhood is important to ensuring a child's physical, social and emotional health. As they grow into teens and adults, even when faced with difficult challenges, they are far less likely to drop out of school, use drugs, have health problems or become involved in crime. A strong foundation in early childhood is important to ensuring physical, social and emotional health as an adult. Supporting young children and their parents, especially those at risk, is central to our community's health and is an excellent, long-term investment in our future.

Success By 6 is guided by a cross-sectoral Council of Partners, and we're pleased to have Literacy BC's Jean Rasmussen participating on the council and helping us link to the literacy community.

Over the past three years, more than **\$800,000** of Success By 6 funding has been distributed to programs in

neighbourhoods throughout the Lower Mainland that are supporting children in their early years. These programs are already having an impact on children in our community. Below are examples of Success By 6 programs, with a focus on literacy programs:

**Parent Child Mother Goose** is a pre-literacy program, engaging parents and their infants and toddlers in stories, rhymes, songs and pre-literacy play. The program stimulates a child's brain development and fosters language and listening skills, attention and concentration. Caregivers gain confidence in new skills and understand more about their children's development. Funding for Parent Child Mother Goose has been distributed to: Little Mountain Neighbourhood House, Maple Ridge Pitt Meadows Community Services, OPTIONS: Services to Communities Society, Sea to Sky Community Services Society, Westcoast Family Resources – Tri-Cities, Westcoast Family Resources – Ridge Meadows, Crescent Beach Community Services/Semiahmoo Family Place, and Delta Youth Services and Crime Prevention Society.

Success By 6 is also supporting the BC Council for Families in providing training and coordination for Parent Child Mother Goose programs throughout the Lower Mainland.

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*Over the past three years, more than **\$800,000** of Success By 6 funding has been distributed to programs in neighbourhoods throughout the Lower Mainland that are supporting children in their early years.*

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**ESL Family Literacy Project** at the Pacific Immigrant Resources Society will help immigrant and refugee children (aged 0 – 6 years) and their mothers while attending a literacy program for 1 ½ hours once a week. Activities will focus on creating a supportive and non-threatening environment; modeling reading/telling stories to children; finding opportunities for social interaction and exchange of information of concern to parents of young children. The younger children will participate with their mothers, while the older children will participate in parallel activities with staff.

**For more information on Success By 6 and the community programs funded by United Way, please visit our website at:**  
**[www.UnitedWayLowerMainland.ca](http://www.UnitedWayLowerMainland.ca)**



# September 2001 to August 2002

## Our Year at a Glance

*Highlights of some of the events and activities that Literacy BC has participated in over the last 12 months.*

### September 2001

**September 7**

**Launch of the Starbucks / ABC (All Books for Children) Book Drive at the VPL, Central Branch**

Annual Starbucks campaign to encourage customers to drop off new or gently used children's books to support B.C. children's and family literacy programs in their communities.

**September 9**

**Knowledge Network Family Day**  
Over 23,000 people turned out at the Open Learning Agency, home of the Knowledge Network, for a day of activities for kids of all ages, entertainment by local performers, storytelling in *The Vancouver Sun* Raise-a-Reader tent, arts and crafts, studio tours and more ...

**September 27**

**Word on the Street Book and Magazine Fair**

**The Vancouver Sun** sponsored Literacy Lane for the first time in 2001, featuring the **Starbucks Family Literacy Tent** where visitors picked up free postcards and postage, courtesy of **Canada Post** to mail to someone who turned them on to reading. *The Vancouver Sun* **Raise-A-Reader Corner** featured animated storytelling by Lower Mainland children's librarians.

### October 2001

**October 1**

**The Vancouver Sun Raise-a-Reader Campaign Sponsor Breakfast**

Sponsored by Vancouver's Metropolitan Hotel to recognize and celebrate all RAR sponsors, guest speakers included the Hon. Linda Reid, Minister of State for Early Childhood Development, Dr. Clyde Hertzman, and Ellen Szita.

**October 16**

The **Vancouver Canucks** home game was designated as a *Vancouver Sun* **Raise-a-Reader Game Night**. Donations came from **Scholastic Books** and **Raise-a-Reader** committee members who staffed the booth and gave away books in return for donations — more than \$1000 was raised.

**October 17**

**Raise-a-Reader Day**

200 volunteers helped make the day a huge success as \$16,695.00 was raised — the most ever.

**Sunday January 27, 2002**

**National Family Literacy Day**

Sponsored by **ABC CANADA** and **Honda Canada**, the Day was celebrated in communities across the country to spotlight the fact that learning is a family affair. Literacy BC, along with our many partners, launched the fourth annual Family Literacy Week Campaign (**January 25 - February 1**) on January 25 with our annual "**Breakfast of Champions**," catered by **Panago Pizza** and **Starbucks Coffee Company**.

Guest speakers included Sharon Darling, NCFL, and Rob Tierney,

*...continued on next page*



*The Vancouver Sun Raise-a-Reader Team appears on the BC CTV Breakfast show last fall. (photo by The Vancouver Sun).*

## Our Year at a Glance (continued)

Dean of Education, UBC. More than 175 key representatives from all levels of government (MPs, MLAs, Mayors, City Councillors) business, labour, unions, and the academy (Presidents and Deans of Education from Lower Mainland community colleges and universities), media and community organizations attended the Breakfast.

The **Panago Learn with Spinoza Program** was officially launched at this year's Breakfast. We have a feature in this issue on this exciting new initiative by Kim Smyth Jacob, Director, Spinoza for Kids.

**May 27 and 31, 2002**

### **Families, Literacy and Lifelong Learning Forums in New Westminster and Vancouver**

Representatives from libraries, schools, Lower Mainland municipalities and community organizations explored the landscape of families, literacy and lifelong learning at two half-day Community Forums.

**May 2002**

### **One Book, One Vancouver**

*The Jade Peony* by Vancouver writer Wayson Choy was designated as the inaugural book to launch **One Book, One Vancouver** – a book club for the entire city. Various events were held in appreciation of the book, culminating in a special celebration at Word on the Street.

**June 2002**

**Launch of BC Lions' Read Write and Roar! Summer Literacy Program.** See our feature article in this issue.

**August 12-16, 2002**

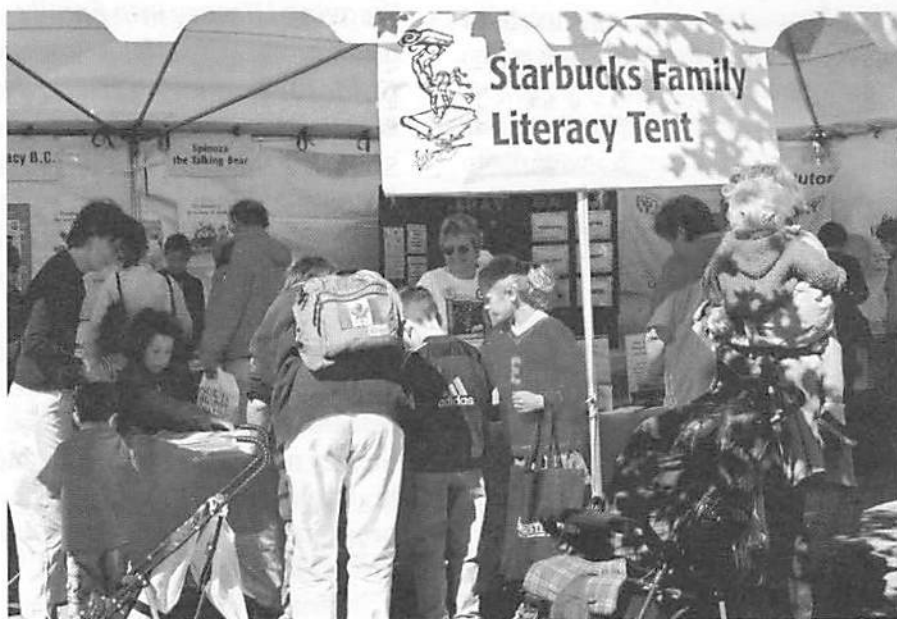
### **Canadian Book Camp for children at the VPL - now in its 2<sup>nd</sup> year**

A jam-packed week of writing and reading, sessions with authors, editors and illustrators. For details, go to: [www.thecanadianbookcamp.com](http://www.thecanadianbookcamp.com).



*Literacy BC was honoured with the 2002 Distinguished Service to Families Award presented by the BC Council for Families at its 25<sup>th</sup> anniversary celebrations in June. The award is given to organizations that have made a contribution to children, youth, seniors and families.*

*L-R: Bev Abbey, BC Council for Families; Iona Campagnolo, Lieutenant-Governor of BC; Linda Mitchell, Executive Director, Literacy BC; Aide de Camp Captain Scholl; Vicki Austad, President, Literacy BC; Carol Matusicky, BC Council for Families.*



*Visitors gather around the Starbucks Family Literacy Tent at Word on the Street last year.*

# Look what's New

## Resources

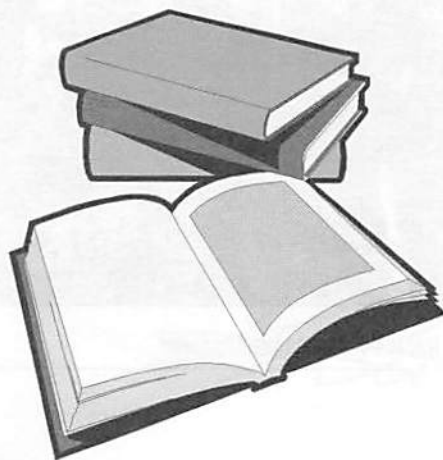
Resources

on our shelves...

***A Guide for Family Literacy ESL.***  
**Oregon Department of  
Community Colleges and  
Workforce Development  
(2001).**

This guide is designed to help family literacy educators, program administrators and curriculum specialists implement outcomes-based learner-centred instruction. The material focuses on learners' roles as parents, family members, community members and workers.

***Positively Family! Final Report.***  
**Learning Disabilities  
Association of the Yukon (2002)**  
This resource describes and evaluates the Learning Disabilities Association of the Yukon's Positively Family! literacy program. Appendices include materials and resources used to implement the program.



***Up to Speed: Computers for  
Family Learning: Project Report  
and Curriculum Guide.*** Prepared  
by Vicki Grieve, University  
College of the Fraser Valley  
(2001)

A partnership between the University College of the Fraser Valley, the Chilliwack Fraser Rotary Club and School District #33, this project involved setting up a computer lab at a local school, offering computer literacy classes to parent/child pairs, and installing the computers in homes of participating families. The curriculum centres around teaching basic computer skills to a group of intergenerational learners and strengthening print literacy skills for both adult and youth.

***Weaving Literacy into Family  
and Community Life: A Resource  
Guide for Promoting Literacy in  
Family Resource Programs.***  
Suzanne Smythe, Lee Weinstein  
(2000)

This resource is designed to help these programs find ways to address and integrate aspects of literacy, to encourage a closer, working connection between the family resource program movement and the literacy movement in Canada, and to highlight various family resource programs in Canada involved in literacy initiatives.

***Early Years Study Final Report:  
Reversing the Real Brain Drain.***

The report outlines the correlation between brain development and early child development, the effects of the early years on learning, behaviour and health throughout life, and the socioeconomic implications of these correlations. In addition to reporting on the status of Ontario's children, it also highlights some of the initiatives various Ontario communities are investing in to support early child development. It concludes with a vision for an early child development and parenting framework as well as 11 recommendations.

***For the Love of Reading: A  
Family's Special Journey of  
Growing and Learning*** (2001).  
Saskatchewan Literacy Network.  
Written in clear language, this booklet contains information for parents and caregivers on how to help children in various stages of development discover the love of reading. It provides suggestions, considerations, and tips for parents to keep in mind while playing a teaching role in their children's lives.

***Family Literacy in the West  
Kootenay: Final Report .***  
Prepared by Jennifer Cliff-Marks.  
A B.C. literacy cost-shared  
project. (2001)

This report documents and evaluates a variety of cost-shared family literacy activities and programs in Castlegar, Grand Forks, Nakusp, Nelson, New Denver, Slocan and Trail. Samples of



# Look what's New

## Resources

Resources

on our shelves...

material and relevant resources required for the operation of these programs are included.

***Stress Free Reading at Home: A Handbook for Parents.* Debbie Schiller, James Quigg, Kathy Wylie.**

Practical suggestions, considerations, guidelines and tips for parents on how to introduce reading to their children.

***Storysacks . Neil Griffiths, Storysack National Support Project, United Kingdom. 2000.***

A concept developed in the UK, Storysacks are large cloth bags containing a good quality young child's picture book and supporting materials to stimulate reading activities. Storysack kits include instructions on how to make and fill a Storysack, a starter information manual, a video, guides for parents, and resource materials. Storysacks are designed to give parents the confidence to enjoy books, and reading and learning together with their child at a variety of levels. As a resource for the classroom, they provide teachers with a wealth of opportunities to develop speaking, listening, reading and writing skills.

***Your Baby Can Read! Starter Video.* Infant Learning Company (2001).**

This video is part of a series based on the Robert Titzer's multi-sensory reading approach designed to help babies, toddlers and preschoolers

learn to read. It also offers parents instructions on how to help their children learn.

***Early Child Development in British Columbia: Enabling Communities.* Fraser Mustard & Frances Picherack (2002).**

An overview, analysis, and recommendations for Early Child Development (ECD) in B.C. It reviews the provincial government's commitment and strategy for ECD as well as the status of BC's children, using data primarily from the National Longitudinal Survey of Children and Youth and the University of British Columbia Community Asset Mapping Project. In addition to profiling various BC communities and government ministries active in supporting ECD, the appendices highlight the Roots of Empathy initiative in Ontario.

***Screening for Success (Manual). Learning Disabilities Association of Canada (2001)***

Screening for Success is a two-day institute designed to provide regional trainers with the expertise and tools necessary to train educators in screening adults at-risk for learning disabilities. The training manual, following the format of the institute, serves a reference resource and tool kit.

***First Steps.* University College of the Cariboo (2002)**

This video is used in the First Steps Program, a multi-agency program designed to support young mothers aged 14-24 in completing their basic education. Services offered by this program include individualized academic programming, a comprehensive parenting and life skills component and individual and family counseling.



Resources reviewed here can be borrowed from Literacy BC.

- Supporting Learners
- Providing Consultation, Referral, and Resources
- Raising Public Awareness
- Coordinating Regional Literacy Networks
- Providing Training and Professional Development
- Influencing Public Policy
- Building Partnerships

Thanks go out to...



Vancouver Public Library



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Book Fairs



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British Columbia  
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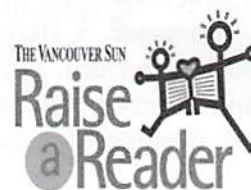
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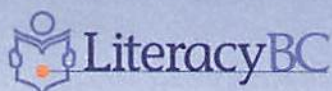
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[www.literacy.bc.ca](http://www.literacy.bc.ca)



THE WORD ON THE STREET

B.C. ASSOCIATION OF FAMILY RESOURCE PROGRAMS

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